

# Global Direct Marketing Services Market by Manufacturers, Countries, Type and Application, Forecast to 2023

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## Abstracts

This report studies the direct marketing services market, direct marketing is a form of advertising which allows businesses and nonprofit organizations to communicate directly to customers through a variety of media.

Scope of the Report:

This report studies the Direct Marketing Services market status and outlook of Global and major regions, from angles of players, countries, product types and end industries; this report analyzes the top players in global market, and splits the Direct Marketing Services market by product type and applications/end industries.

Direct marketing services is mainly classified into four types: Direct Mail, Telemarketing, Email marketing, Text (SMS) Marketing, Social media Marketing, Direct Selling, etc. And Direct Mail is the most widely used type which takes up about 30% of the global total in 2016.

The global Direct Marketing Services market is valued at 5220 million USD in 2017 and is expected to reach 5830 million USD by the end of 2023, growing at a CAGR of 2.3% between 2017 and 2023.

The Asia-Pacific will occupy for more market share in following years, especially in China, also fast growing India and Southeast Asia regions.

North America, especially The United States, will still play an important role which cannot be ignored. Any changes from United States might affect the development trend of Direct Marketing Services.

Europe also play important roles in global market, with market size of xx million USD in 2017 and will be xx million USD in 2023, with a CAGR of xx%.

Market Segment by Companies, this report covers

Rapp

Epsilon

Wunderman

FCB

Acxiom

Harte-Hanks Direct

OgilvyOne

Merkle

Harland Clarke Corp

MRM//McCann

DigitasLBI

Aimia

SourceLink

BBDO

SapientNitro

Leo Burnett

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Direct mail

Telemarketing

Email marketing

Text (SMS) marketing

Handouts

Social media marketing

Direct selling

Others

Market Segment by Applications, can be divided into

Business to Business

Business to Government

Business to Consumers

Others

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